

**Subject:** Fwd: Fwd: The Broad museum birthday video + Carol Schatz  
**From:** "Carol Schatz" <cschatz@ccala.org>  
**Date:** 09/14/2016 11:13 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Pls handle

Sent from my iPhone

Begin forwarded message:

**From:** Alex Capriotti <[ACapriotti@thebroad.org](mailto:ACapriotti@thebroad.org)>  
**Date:** September 14, 2016 at 6:19:25 PM PDT  
**To:** Carol Schatz <[cschatz@ccala.org](mailto:cschatz@ccala.org)>  
**Cc:** Shawn Bratton <[sbratton@ccala.org](mailto:sbratton@ccala.org)>  
**Subject:** RE: The Broad museum birthday video + Carol Schatz

Hi Carol—

Nice seeing you today! Wondering if you are still interested in participating in this video? If so, would love to receive your video by Friday morning if possible.

Thanks!  
Alex

Alex Capriotti | The Broad  
Director of Marketing and Communications  
213-232-6236  
[acapriotti@thebroad.org](mailto:acapriotti@thebroad.org)

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**From:** Alex Capriotti  
**Sent:** Tuesday, September 06, 2016 2:07 PM  
**To:** 'Carol Schatz' <[cschatz@ccala.org](mailto:cschatz@ccala.org)>  
**Cc:** Shawn Bratton <[sbratton@ccala.org](mailto:sbratton@ccala.org)>  
**Subject:** RE: The Broad museum birthday video + Carol Schatz

Wonderful, thanks!

Alex Capriotti | The Broad  
Director of Marketing and Communications  
213-232-6236  
[acapriotti@thebroad.org](mailto:acapriotti@thebroad.org)

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**From:** Carol Schatz [<mailto:cschatz@ccala.org>]  
**Sent:** Tuesday, September 06, 2016 1:31 PM  
**To:** Alex Capriotti <[ACapriotti@thebroad.org](mailto:ACapriotti@thebroad.org)>  
**Cc:** Shawn Bratton <[sbratton@ccala.org](mailto:sbratton@ccala.org)>  
**Subject:** Re: The Broad museum birthday video + Carol Schatz

Alex, I'd be delighted to participate.

Sent from my iPhone

On Sep 6, 2016, at 1:26 PM, Alex Capriotti <[ACapriotti@thebroad.org](mailto:ACapriotti@thebroad.org)> wrote:

Hi Carol!

Hope you had a nice, long Labor Day weekend.

Thank you for supporting The Broad museum during our inaugural year!

After an incredible year welcoming hundreds of thousands of visitors to our new museum in downtown Los Angeles, The Broad celebrates its first birthday on September 20. In celebration of our opening year, we'd love your brief participation in a short video we are producing of museum's visitors and supporters wishing The Broad a happy first birthday. We will be sharing this short video compilation on our website and social media channels on September 20.

How you can be involved:

- Film yourself wishing The Broad a *Happy Birthday* or a *Happy 1<sup>st</sup> Birthday*.
- Video can be filmed on any camera or camera phone.
- Video can be filmed anywhere. Does not have to be at the museum.
- Video should be 5 – 20 seconds long.
- Video should be filmed landscape/horizontal.
- For the clearest sound quality, please film your video indoors or in a quiet space.
- Email your video file directly to [sayson@thebroad.org](mailto:sayson@thebroad.org) by Wednesday, September 15 at noon.

Cc'd is Samantha Ayson from The Broad team. If you have any questions about the project, please direct them to her. Please let us know by Friday, September 9 if you would like to be featured in The Broad's video. Deadline for video submissions is Wednesday, September 15.

Thank you for your consideration. We look forward to hearing from you.

-Alex

Alex Capriotti  
Director of Marketing and Communications

**The Broad**

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Fwd: Fwd: The Broad museum birthday video + ...

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